

# 產品涉入程度、品牌權益、感性訴求廣告與購買意願關係之研究 以手機為例

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## 摘要

中文摘要 我們現今?大部分的人生活在品牌的世界裡。品牌權益目前在實務界以及學術界皆被視為是一項重要的觀念，因為藉由成功知名的品牌，可使行銷人員獲得競爭優勢。因此，本研究以個人變項、產品涉入程度、感性訴求廣告為自變項，品牌權益為干擾變項，購買意願為依變項，探討產品涉入程度、感性訴求廣告、品牌權益與購買意願彼此之間的相關性，並進一步以品牌權益為干擾變項，分別探討在產品涉入程度、感性訴求廣告對購買意願各變項間之干擾效果。本研究採用問卷調查方式，以信度分析、描述性統計分析、單因子變異數分析、獨立樣本t檢定、相關分析與迴歸分析等統計方法作分析，重要發現分述如下：1.不同的個人變項在產品涉入程度、品牌權益、感性訴求廣告與購買意願上有部份顯著差異。2.產品涉入程度、品牌權益、感性訴求廣告與購買意願之間，彼此有顯著正相關。3.產品涉入程度與品牌權益的交互作用對購買意願有干擾效果。

關鍵詞：產品涉入程度；品牌權益；感性訴求廣告；購買意願

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